

Kelly has also been able to experiment in broadcasting other innovative public service programs over KQCA. These have included *Health Call Live*, a one hour call-in program that provides viewers with valuable health information, and *Weather Watch*, a 24-hour weather report appearing every hour on the hour on KQCA. KQCA'S weather program utilizes KCRA equipment, including its live Doppler radar and KCRA weather personalities. Channel 58, Inc. also utilizes Kelly's production and support facilities in producing its own weekly public affairs program, *Focus*. Under the TBA, Kelly has also been able to obtain the rights to broadcast San Francisco's Giants baseball and Oakland A's baseball over KQCA.

Under the TBA, Kelly has been able to enhance the viewership for KQCA's programming through the use of visible Channel 3 news personalities in those programs themselves and in KCRA-TV promotional announcements for such programming. The stations jointly participate in public events and activities in the communities. For example, KQCA is now a cosponsor of the Pacific Rim Street Fest, an annual event celebrating the diversity of the Central Valley's Asian-Pacific Islander population. In addition, KQCA assists in promoting events such as the Mercy All-Star Weekend, which aids the local Sisters of Mercy in their health care mission. KQCA and KCRA in tandem also obtained donations of more than one million dollars' worth of food for those in need locally through KQCA's "Kids Can" and Kelly Broadcasting's "Food for Families" programs.

KCRA-TV is an affiliate of the NBC Television Network. When special NBC sports programs occasionally preempt programs normally seen on KCRA-TV, Kelly has the ability to shift the broadcast of the preempted programs to KQCA.

KCRA's promotional support of KQCA has been a key element in the station's success. KCRA promotional campaigns for the launch of programming such as *Star Trek: Voyager* and the UPN network have proven invaluable to KQCA's audience development.

Finally, Kelly's brokerage operations for KQCA have permitted the consolidation of most non-sales staff functions and physical plant, with substantial cost savings. (The stations continue to have separate sales staffs, and advertising on the two stations is sold separately by different Kelly employees.) These efficiencies and the larger audience shares KQCA now obtain in certain critical time periods have converted a less than marginal operation that could never have competed successfully with the other group owned stations in its market into a viable television station that provides substantial and continuing benefits to the viewing public.

Orlando, FL DMA Market No. 22

WFTV-TV, Ch. 9 (ABC) *WZKY-TV, Ch. 27 (Dark Station)*

The time brokerage agreement for these stations was entered into on October 31, 1994. WZKY-TV is not yet on the air. Reece is a limited partnership in which the general partnership interests are owned by Marsha and Rudy Reece, who are minorities. Once program tests begin, Reece has the right to program up to four hours per week, plus such additional time as Reece may deem necessary to fulfill its obligations as a licensee. WFTV, Inc. has the right to program the station up to 164 hours per week, subject to Reece's right to preempt the programming of WFTV, Inc. pursuant to the Time Brokerage Agreement and Reece's obligations as a licensee. It has not been determined how many hours the station will operate during the week.

Although the October 31, 1994 Time Brokerage Agreement for WZKY has not yet taken effect, WFTV, Inc. has provided Reece with technical assistance in locating a new transmitter site and obtaining governmental approvals for the new transmitter site after WZKY's original site was rejected by local zoning authorities.

The history of Reece's efforts to seek a new transmitter site and to obtain the required governmental approvals for a new site has been chronicled in extensive detail in connection with Reece's pending application to extend the WZKY construction permit (file number BMPCT-951025KO) and Reece's pending application to modify the WZKY construction permit to specify the new transmitter site. WFTV, Inc. has provided valuable technical assistance in the form of aeronautical consulting, engineering consulting and various types of site analysis. That assistance helped WZKY obtain a site that will provide a competitive signal, conform to all Commission rules, including those concerning spacing and city-grade coverage, and receive FAA and local zoning approvals. The new site will also allow WZKY to serve relatively unserved areas, including an area with approximately 2500 residents who will receive their fifth predicted Grade B television service from WZKY. Reece recently advised the Commission that it has obtained FAA approval and local zoning approval for the site now proposed for WZKY in a pending modification application. Accordingly, action by the Commission on Reece's pending applications is the last action required for WZKY to be constructed and put into operation as Orlando's fifth commercial television station and second minority owned television station.

WFTV, Inc.'s programming and technical assistance not only will help WZKY initiate service, it will help the station subsequently plan for and undertake the commencement of digital

television service. Accordingly, the Time Brokerage Agreement in this case will provide substantial public interest benefits both immediately and over time.

Baltimore, MD

DMA Market No. 23

WBFF-TV, Ch. 45 (Fox)
WNUV-TV, Ch. 54 (UPN)

With the advent of the LMA, WNUV has developed much stronger recognition as a TV station committed to community. Resources have been made available to local nonprofit and service organizations, including local governments, to produce and air PSAs promoting their programs and services. Programming has been developed discussing the priorities, needs, concerns and interests of the community. These programming venues include community affairs, news, telethons, community service campaigns, and sponsorships. Prior to the LMA, WNUV had little, if any, community identity.

The LMA has provided opportunity for WBFF and WNUV to target their respective audiences with relevant community affairs programs. WNUV's urban audience has been served with such programming as *The Mayor's Show*, *Proud and Positive*, *Body and Soul* and *Wellness Works for Women*. WBFF's young audience has been served with quality locally produced children's programs and family programs such as *Straight Talk*, *Baby Talk*, and *What Every Parent Should Know About Their Child's Mental Health*.

Perhaps the biggest benefit to the community that has taken place as a result of the LMA is the launch of the 6:30 p.m. news on WNUV, the LMA station. By being able to utilize the news staff of WBFF-TV's *News at 10*, WNUV was financially able to provide another local news telecast to the marketplace. Six years ago, when the *News at 10* launched, the startup cost to launch approached \$5,000,000. To maintain the broadcast each and every year, the *News at 10* budgets three million dollars toward the operation of the product. However, the launch of WNUV cost less than \$650,000 to launch, \$200,000 of which was a one time startup cost. We expect the stations to function with a \$400,000 - \$500,000 yearly budget.

Based on WNUV-TV 54's past history, if WNUV had not enjoyed the benefit of being an LMA station this venture surely would have never taken place. The 6:30 news, after being on the air for less than seven weeks, handily beat the market's ABC affiliate in all key demographics. It came as no surprise since WBFF's *News at 10* has been awarded Baltimore's Best News Operation five times in the last six years by the Associated Press.

The LMA has provided greater resources to the community because two TV stations are now accessible and available. Under the LMA, nonprofits have access to station sponsorships of awareness and fundraising programs. These benefits include: presence on two TV stations, reserved PSA broadcast time, encore presentations of community affairs programs using both WNUV and WBFF, and the ability to reach two diverse audiences. The LMA also provides a great deal of flexibility in allocating station resources to serve the community interest. WBFF and WNUV create opportunity for the community. Organizations find that the door to broadcast exposure is open. The LMA provides opportunity to use two TV stations to support community projects. When one station's resources are committed, resources are more often available at the other station. Rather than being turned down, community organizations find opportunity to work with a local TV station to fulfill the needs and help solve the problems of neighbors in need.

Children's programs developed by one station find a broadcast home on both stations under the LMA. Both WBFF and WNUV have been recognized for their outstanding performance in children's programming. The Maryland Campaign for Children's TV has ranked WNUV and WBFF 2nd and 3rd among Maryland's 15 commercial TV stations for their commitment to quality children's programming. Locally produced PSAs, programs, specials, and outreach activities reach a broader audience when two stations work together. The impact is tremendous.

In 1997, because of the LMA, WBFF and WNUV will have sponsored 39 fundraisers for community organizations ranging from Maryland Homeless Veterans to the Ronald McDonald House, The Baltimore Zoo to Santa Claus Anonymous. In addition, five community service campaigns have been developed and broadcast between the two stations, covering community concerns ranging from role models for minority youth to women's health, from legal rights to the Baltimore Bicentennial. Also, resources have been made available to produce generic PSAs for many nonprofits (such as Associated Black Charities, The Salvation Army, and Baltimore Area Gleaning Network) to distribute among all the Baltimore TV stations with primary exposure on WBFF and WNUV.

The stations have begun running more local PSAs as opposed to the canned national PSAs that come in. The stations have actively gone out and encouraged more local groups to send any PSA additional material they may have.

Hartford- New Haven, CT

DMA Market No. 27

WVIT-TV, Ch. 30 (NBC)

WTXX-TV, Ch. 20 (UPN)

The viewing public in the Hartford & New Haven DMA is the beneficiary under the LMA between WVIT and WTXX. Prior to the LMA, the brokered station, WTXX, was an independent station, airing home shopping, religious, and syndicated programming. Under the LMA, the licensee continues to air its own programming for the majority of the broadcast week and is a primary UPN affiliate. Moreover with the news expertise and resources of WVIT, which is an NBC affiliate, WTXX has launched a half hour local newscast at 10 p.m. seven times a week. This news program is not simply a feed from the brokering station, but an original live newscast that is tailor-made for WTXX by WVIT. This WTXX local news programming is possible due to the economies of scale inherent in an LMA, particularly here, where WVIT, as an NBC affiliate, airs its own local news and has the personnel, experience, and equipment available to produce a show for WTXX. Further, the WTXX 10 p.m. newscast is the sole source of direct competition with the only other 10 p.m. newscast airing in the market.

Additionally, prior to the LMA WTXX aired only one 30 minute weekly educational in informational children's program. Under the LMA, WVIT has aired at least one hour of educational children's programming each week and as many as 4 hours of such programming in September 1993, 4.5 hours in March 1994, and 5.5 hours in February 1997 - all well in advance of the effective date of the Commission's quantifiable standards.

WTNH-TV Ch. 8 (ABC)

WBNE-TV Ch. 59 (WB)

WBNE's construction permit was granted in 1954. After what was surely one of the longest gestation periods in FCC history, WBNE's initial facility was finally constructed in April 1995. This nearly forty one year lag resulted from WBNE's financial problems, as well as its inability to obtain a lease for the only suitable transmission site in the area. Not surprisingly, as the impasse over the site lease continued, WBNE's financial difficulties mounted and it could not obtain funding from traditional outside sources.

Through the LMA with LIN, WBNE obtained the means necessary to construct the station while reducing its projected capital costs and operating expenses by utilizing WTNH's tower, and by combining certain overhead and administrative functions, such as traffic, billing and accounting systems, with WTNH. These budgetary savings in turn have enabled WBNE to become a potentially viable venture in the not-too-distant future.

As a result of the LMA, WBNE is now operating at maximum height and power, offering service to nearly 2.3 million people. It is an affiliate of the fledgling WB Network (which had no other outlet in the market) and broadcasts an array of local sporting events, including Hartford Whalers hockey, Boston Red Sox baseball, Big East Conference college basketball, American East college basketball, and New Haven Ravens minor league professional baseball games.

WBNE also has expanded the amount of political, educational and public affairs programming in the market. This last election, WBNE offered free air time to federal congressional candidates in a series of eight 30 minute shows, an offer accepted by more than half of the 22 eligible candidates. WBNE also recently launched a show featuring current events in the African American community, airing twice a week in thirty minute segments. In addition, WBNE broadcasts educational programming such as *Captain Planet*, which airs each weekday, and *Wild About Animals*.

Finally, although WBNE and WTNH share certain overhead and administrative costs, this has not in any way compromised the diversity of service to the public or competition in the local television marketplace. Indeed, the two stations have separate network affiliations and only a three to 5 percent duplication of programming. The two stations have wholly independent sales forces who compete vigorously for local and national business. In sum, the LMA not only has made WBNE economically viable, but has channeled its resources primarily toward programming. This in turn adds to, rather than subtracts from, the diversity and competition in the local marketplace.

Charlotte, NC

DMA Market No. 28

WJZY-TV CH. 46 (UPN)
WFVT-TV CH. 55 (WB)

In early 1994, Capitol Broadcasting Company, Inc., the parent of WJZY-TV, Inc. (the licensee of station WJZY), learned that Family Fifty-Five, Inc., permittee of WFVT, Channel 55 in Rock Hill, South Carolina, was interested in entering into an LMA with a station in the Charlotte, North Carolina market. Family Fifty-Five had held the construction permit for several

years, but had concluded that in order to construct and operate their station in the best manner, they would need to enter into an LMA. After contacts with two other broadcasters, Family Fifty-Five entered into negotiations with WJZY-TV, Inc. The LMA between WJZY-TV, Inc. and Family Fifty Five provided that the new station's antenna would be mounted on WJZY's tower, that the new station's transmitter would be collocated with the WJZY transmitter, and that space at the WJZY studio would be provided for use as a main studio for WFVT, as well as for use as office space by WFVT's management and employees. The Commission's staff reviewed the LMA when WFVT was assigned in 1996 to its current owner, TV 55, LLC.

WFVT broadcasts a minimum of 70 public service announcements a week. The Channel 55 licensee also originates a weekly half hour public affairs program, *Focus 55*, devoted to issues of concern to the Rock Hill community. The 30 minute weekly program is taped in Rock Hill, as a convenience to Rock Hill community leaders, and is broadcast on WFVT on Sundays at 7:00 a.m. and Mondays at 1:00 p.m.

Economies of scale make the operation of WFVT affordable. WFVT provides Warner Brothers ("WB") Network programming to viewers in Rock Hill and throughout the Charlotte market. Similarly, WFVT produces (in Rock Hill) and airs a weekly local public affairs program and PSAs that specifically address the needs and interests of the residents of Rock Hill, which has no other commercial television station. WFVT also broadcasts core children's programming, and Charlotte Hornets Basketball, that would not otherwise be viewed in the market.

Raleigh, NC

DMA Market No. 29

WLFL-TV, Ch. 22 (Fox)
WRDC-TV, Ch. 28 (UPN)

Prior to its current ownership and LMA status, WRDC was an NBC affiliate that ran no local public service announcements other than those that were included within NBC network programming. NBC terminated that affiliation soon after Glencairn, Ltd. acquired WRDC. Currently WRDC runs between 8-10 hours of PSA time each quarter. WRDC also rebroadcasts *Local Edition*, a public affairs program produced by WLFL.

WRDC did not participate in local community ascertainment meetings prior to the LMA. WRDC hired a public affairs director after entering into the LMA agreement. Currently, both WLFL's and WRDC's public affairs directors participate monthly in community ascertainment meetings.

The following are just a few of the Public Service Announcements that WRDC has produced and aired for various local nonprofit organizations: Hurricane Fran Informational, First Night Raleigh, Angel Tree, Arthritis Foundation Jingle Bell Run, Prevent Child Abuse, EEO Jobline, the Moore County Literacy Council PSA and the Alice Aycock Poe Center - Antique Auction PSA.

The stations also participated in numerous charitable activities. For example, *Foxfest 1996*, was a two day dual station event held at Durham's South Square Mall and featured interactive booths of local vendors and nonprofit organizations for the public. This event was targeted toward children/families and featured entertainment, giveaways, information and fun. Over the past two years another important charity in which the stations have participated is the Marine Corps Reserve Toys for Tots Campaign, which collects toys for disadvantaged youngsters. The stations and their sponsors collected more than 8,000 toys per year. WRDC sponsored the Whitney M. Young, Jr. Services Awards Dinner, which was held as a fundraiser for the local boy scout chapters. A cash contribution was donated to the cause. Both stations sponsored the Jimmy "V" Celebrity Golf Classic. The proceeds from this event were donated to the "V" Foundation for cancer research and awareness. This event was broadcast worldwide by ESPN.

As of January 1997 both stations implemented internships in which ten area schools are represented. An emphasis has been placed on recruitment of minorities in an effort to create a hiring pool for trainee and entry level positions. To promote outreach, educational tours of WRDC and WLFL are given weekly to community and school groups.

The following constitutes a more specific list of public service campaigns where the stations either produced or created Public Service Announcements and Calendar Announcements; or produced segments for *Local Edition*, the station's public service program/voice; or directed employee participation in events and production of local spots or use within the market. Many of these efforts would not have occurred but for the local marketing agreement. For example, the stations have sponsored:

An Afternoon with Maya Angelou and Friends: On February 4, 1996, this promotion kicked off Black History Month with a gala dinner honoring Dr. Maya Angelou through poetry, music & dance. WRDC produced a PSA that began promotion of the event in December. Proceeds raised from this event benefitted the North Carolina Educational Foundation - a foundation for three local colleges that would enable college students to travel to Africa. The event featured Dr. Maya Angelou, national jazz recording star Neena Freelon, and Chuck Davis & the African Dance Ensemble.

Scouting for Food: From January 10 through February 1996 this UPN 28 exclusive helped the Boy Scouts raise over 80,000 pounds of food for the North Carolina Food Bank. The promotion entailed local Boy Scouts dropping off bags in area territories all over WRC's ADI to be filled with food and picked up on February 10. WRDC produced a 30 second PSA that was tagged with the local Boy Scout offices' phone numbers.

Every Heros: This promotion served as WRDC's salute to Black History Month. The promotion began in January and continued through until February 29, with a series of 30 second Public Service Announcements -- one per week -- that spotlighted local "community heroes." These heroes were chosen through local radio station FOXY 107/104 because of their service, self sacrifice & achievement.

FOXY Concert Series: WRDC & FOXY 107/104 radio station share sponsorship of this year long promotion that features a concert every month in Raleigh or Durham, with proceeds benefitting the United Negro College Fund.

The stations have also worked closely with the Enloe High School Business Education Alliance. Several programs have been sponsored with this alliance.

Teachers in the Workplace Day: Teachers from a local high school shadow station employees in an effort to take teachers out of the classroom so they can better prepare their students for the real world.

Freshmen Career Expo: An event which gave freshmen in high school ideas about careers and different types of vocational & elective classes to take. The station's local sales manager and marketing research director participated.

Students in the Workplace: An all day event for eight "at risk" youngsters from a local high school. The station provided an intensive tour featuring hands on demonstrations, speakers from different departments, and a question & answer period.

Other community efforts include promotions for the following charitable events and organizations:

MS WALK: The fundraiser for the Multiple Sclerosis Society included on-air Public Service Announcements and signage at the event.

WALKAMERICA: This fundraiser for the March of Dimes included on-air PSAs and signage at the event. UPN organized a team that helped raise over \$105,000 in Raleigh. Close to 1,000 people walked with UPN & FOX.

Safe and Sober Prom Night: The station promoted an alcohol-free prom night by providing an on-air campaign and signs at proms.

Prom-Promise: A project which also promotes an alcohol and drug-free prom by airing public service announcements and providing signs.

Tournament of Hope: This golf tournament promoted by the station with public service announcements featured an event on May 10 benefitting the local chapter of the

American Diabetes Foundation. The new station (WRAZ-TV) was constructed and went on the air in September of 1995, providing religious, public affairs, and other programming of interest to the Raleigh community.

Artsploure: On May 18, the station supported this art festival with an area dedicated to kids. There was food, fun, games & giveaways, as well as an on-air campaign. This festival supported the local art community.

US Women's Open: Wrapping up the month of May, this event began on the 27th and ended on June 2, with a golf tournament that was heavily supported by PSAs and calendar announcements. Monies raised from the tournament benefitted breast cancer research in North Carolina.

Jimmy "V" Golf Classic: The station greatly supports this annual fundraiser golf tournament with on-air PSAs. The Jimmy "V" Foundation supports cancer research.

Make-A-Wish Golf Tournament: This tournament was also supported heavily with PSAs and served as a fundraiser for the Make-A-Wish Foundation of North Carolina which grants the wishes of terminally ill children.

Health and Recreation Expo: This was a mall event held at Triangle Factory Shoppes in Cary. It provided the public with the opportunity to learn about different health organizations and nonprofit organizations, as well as hear talks from doctors on several popular subjects, from prenatal care to plastic surgery. Several health clubs were featured, as well as aerobic demonstrations.

Holiday Invitational: This promotion involved the top high school basketball teams in the country in a playoff game held this year at North Carolina State University's Reynolds Coliseum.

Toys for Tots: This two event promotion encompassed most of the quarter. Five spots were produced and aired beginning in November and ending December 31, 1996. The station, area businesses, organizations, and the community came together in Durham at Northgate Mall and in Raleigh at Cary Towne Center for the Toys for Tots Holiday Mall Tour. At each four hour event, the station raised more than 4,000 toys.

WRAL TV, Ch. 5 (CBS)

WRAZ-TV, Ch. 50 (WB)

In the spring of 1994, the President of the Christian Ministries Foundation met with representatives of Capitol Broadcasting Company, Inc., licensee of station WRAL-TV, Raleigh, North Carolina. A subsidiary of Christian Ministries, Victory Television operated a low power TV station providing religious programming in the Raleigh-Durham market. Another subsidiary

of Christian Ministries, Tar Heel Broadcasting, Inc. had recently entered into an agreement to purchase the construction permit for full power Channel 50 in Raleigh. However, Tar Heel had realized that it would need assistance in constructing and operating a full power station. After several meetings, agreements were reached through which Capitol lent funds to Tar Heel for the purchase of equipment and construction of its station. In addition, a Time Brokerage Agreement was signed, under which Capitol would provide antenna space on its tower and office space at its WRAL-TV studios to Tar Heel. While Tar Heel would produce and broadcast substantial religious and public affairs programming, the remaining time on Tar Heel's station would be brokered to Capitol. The new station (WRAZ-TV) was constructed and went on the air in September of 1995, providing religious, public affairs and other programming of interest to the Raleigh community.

In August of 1996, Tar Heel assigned its permit, and its rights and obligations under the Time Brokerage Agreement, to Carolina Broadcasting System, Inc.

The relationship between Capitol and Carolina Broadcasting has been very harmonious and productive. The management and employees of Carolina Broadcasting are still located at the WRAL-TV studios, and while retaining control of their station, benefit from the advice and assistance of Capitol employees.

The operation of WRAZ has not yet turned a profit, and Capitol's operating losses in supplying programming have been substantial. Nevertheless, use of the WRAL studios, office space, and tower, has provided economies of scale that make the operation of WRAZ viable. As a result, WRAZ provides Warner Brothers ("WB") Network programming to viewers in Raleigh and throughout the Raleigh-Durham market.

WRAZ is also now able to produce and broadcast a daily newscast at 10:00 p.m., an hour earlier than the news programs of the major affiliates in the market. The production of that news program is made possible by the assistance of the WRAL news department, which is well equipped and staffed with more than 100 people. WRAZ also broadcasts a weekly local public affairs program, which is produced and hosted by the President and General Manager of WRAZ. All of this local and network programming would not be made available but for the Time Brokerage Agreement between Capitol and Carolina Broadcasting.

This agreement has allowed a new voice to be seen and heard in the market. The nightly half-hour newscast, which is written and aired separately from the brokering station, is a significant effort toward establishing WRAZ as a competitive station in the market. Because of these substantial investments, Fox Television Network has agreed to affiliate with WRAZ in 1998, an event which would likely never have occurred otherwise.

The General Manager personally writes, produces and hosts a weekly public affairs program, selecting and interviewing persons who respond to issues and needs ascertained to be

of importance to the community. The program is aired in prime time. This ensures that the station is addressing topics of interest to the station's market.

WRAZ would have been unable to afford the operating losses which would have resulted in starting a full power station in the 29th market in the nation without an LMA agreement. The working relationship could not have been better. Managers and company officers of the brokering station have judiciously avoided intrusion into the authority of the permittee. When requested, the level of expertise and assistance has been invaluable, allowing the permittee help which it otherwise could not afford. The brokering station has consulted with the permittee in certain instances before contracting for programming, wanting to ensure that the permittee is in agreement with such purchases. The permittee is fully informed of community service and promotional events in which the brokering station intends to participate, and the permittee's personnel are invited to participate.

After almost two years of operation, WRAZ is poised to be a competitive market force. Without the LMA agreement and subsequent infusion of capital which resulted from the agreement, there is little possibility that such would be the case. There is no question that the public interest has been better served as a result of this agreement.

Milwaukee, WI

DMA Market No. 31

WCGV-TV, Ch. 24 (UPN)
WVTV-TV, Ch. 18 (WB)

As a result of the local marketing agreement, the stations have been able to increase their public service programs. For example, the stations provide available airtime to associations dependent on telethon broadcasts to raise funds and educate society about their causes. The following telethons aired on the stations: Arthritis Foundation, Leukemia Telethon, Wisconsin Human Society Easter Seals and the Lou Rawls Parade of Stars. The stations also broadcast weekly syndicated public service programming, *America's Black Forum*, and an Emmy award-winning weekend morning news program, *It's Your Business*, which is a weekly debate program on current issues.

The LMA between WCGV-TV and WVTV has made it possible to broadcast sporting events of Milwaukee's professional and State college and high school teams:

68 Milwaukee Brewers Baseball Games
35 Milwaukee Bucks Baseball Games
9 University of Wisconsin Basketball Games

10 Marquette University Basketball Games
6 USA Conference Basketball Games
16 WLKA State Boys & Girls Basketball Championship Games

Fox Children's Network public service PSAs air weekly, covering subjects affecting kids on a regular basis. Topics include children's perception of divorce, dealing with step-siblings, self image, violence, and numerous other subjects. *Community Happenings* -- 60 second spots produced each week featuring various events around the city for kids and families. Also the FOX Kids Club's *Totally Kids Magazine* is a children's quarterly publication featuring games, interviews, stories, and interesting articles about children nationwide. The magazine has 25,000 readers.

The local marketing agreement has also made it economical to provide locally produced children's shows. *Take One*, a production of the Sinclair Communications Group, airs on WCGV weekly. The half hour show is educational programming for children 16 years and under. An hour of *Scouting* airs weekly on WVTV. The two half hour programs are produced by Glencairn, Ltd. and qualify as educational programming for children 16 years and younger. *Hang Tough*, a City of Milwaukee initiated drug and educational community program developed for preteens, invites 4-6th grade classes to participate in creating video anti-gang messages which are entered in local, state and national competition. The winners are featured in a half hour program aired annually on both stations.

In 1994 WVTV aired 1.5 hours per week of children's educational programming. In 1996 the amount of children's educational programming increased to 5.0 hours per week, and in 1997 it increased to 7.0 hours per week.

Kids Zone is an outreach program, which is aired on WCGV and soon will be aired on WVTV, to inform family viewers about the stations' free community events and other public service messages. The two hosts of the *Kids Zone* attend various family community events and participate in public service campaign messages throughout the year.

The stations also produce public service announcements aimed at young children. Some of the campaigns include, "*Safe Trick or Treating Tips Program*," "*Fire Safety Tips Program*," "*Havenwood's Awareness to Nature*" (Received award from the State of Wisconsin Department of Natural Resources), "*What's Going On*" (Seasonal vignettes, i.e., dressing for winter, daylight-saving time, Christmas parades, community volunteering) and "*Doing Stuff*" (How-to's, e.g., making bookmarks, frozen tropical pop and studying tips for back to school.)

The stations have also served as media sponsors for the following nonprofit campaigns: Easter Seal Haunted Holler House, Tour de Cure American Diabetes Association Cycling Event, Leukemia Society's Scenic Shore 150 Bike Tour, Hatch 'N Egg for Easter Seal, Milwaukee County Parks Summer & Fall Activity Guide, Milwaukee Public Library Summer Reading Club (3 months), Southeast Wisconsin Waste Reduction Coalition for Youth, Read Around Milwaukee (3 months), Volunteer Program (Nov./Dec.)

Both stations now have the resources to be actively involved in the community. Some of the community events sponsored by the stations include "Winterfest" where the stations sponsored free family skating night every Wednesday for six weeks at the "Winterfest" Skating Rink in downtown Milwaukee. During Milwaukee's "Summerfest," the stations sponsored various activities for the eleven-day event, *e.g.* a sports area demonstrating that exercising can be fun, characters from children's shows participating in daily parade and autograph sessions, and guest appearances by stars of WB and UPN shows. Stations produced promotional spots that aired during the eleven days, promoting events for the nonprofit City of Milwaukee's "Big Gig." A 30th anniversary half hour show was produced by the stations this year. The half hour show aired four times before the start of "Summerfest."

The stations also sponsored several activities during the Wisconsin State Fair. Stations sponsored an Activity Dome at the eleven day event. *Kids Zone* hosts involved families in various games and activities. Star and cartoon characters appeared at the event, and stations produced daily calendar spots featuring each day's activities.

The stations also produced, hosted, and staffed a variety of free events for the community. For example, "Free Friday Flicks" is a family event held on four Friday nights during the summer at different Milwaukee County Parks. The flicks are free and an estimated 10,000 people take part in the activities. The proceeds raised from the sale of food are donated to charity. "Familyfest" is a free, interactive family event held at Wisconsin's largest mall, Southridge, on a Saturday and Sunday in February. Stage events include cartoon characters, celebrity appearances and autograph sessions, local entertainment and family trip giveaways. Over 100,000 people participate in the free event.

The stations have also been involved in a variety of community outreach programs. "Teachers Are Tops" was a campaign to recognize teachers who were nominated by students' essays. The teachers were featured on-air. "Coach of the Week" honored these dedicated individuals for their contribution to the students and their schools both on the field and off. The coaches were also featured on-air. During 1996, the stations produced and aired programs informing viewers about Milwaukee's founders, heritage and history as part of the Milwaukee Sesquicentennial.

The "Victory Over Violence" campaign was done with the Milwaukee Career Youth Development and the Milwaukee School of Excellence. It was an inner city plan to develop part of a vacant lot into a "Victory Over Violence" park. A commemorative wall will list the names of children under the age of 16 who have died due to violence. Stations support the effort with PSAs, material solicitation, news conferences, and saluting businesses that have come forward to help. The stations participated in Milwaukee Public Schools first annual "Careers on Wheels" featuring career vehicles. Stations engineers demonstrated our satellite remote truck at the event. Our General Sales Managers attended a one day seminar providing information to students and job seekers about careers available in the broadcasting industry. Finally, the stations have supported traditional holiday dinners for the needy, including the 1994 Fourth Annual Christmas Family Feast, which served 4,200 people, and the 1996 Milwaukee Outreach Center

Thanksgiving Day Dinner PSA Drive, which sought volunteers to serve 5,000 people. Numerous station personnel volunteered and worked at this event.

The stations each air a locally produced, weekly half hour public service program on community issues: *Inside/Outside Milwaukee* (WVTV) and *24 on Milwaukee* (WCGV). Department Heads and Managers attend the Greater Milwaukee Broadcasters Community Ascertainment two day meetings in the spring and fall where community issues are discussed. After each meeting reports are compiled, outlining subject matter to cover in the stations' public service programs.

Kansas City, MO

DMA No. 32

KMBC-TV, Ch. 9 (ABC)
KCWB-TV, Ch. 29 (WB)

Under its Program Service and Time Brokerage Agreement (LMA) with KCWB-TV, Inc., permittee of Television Station KCWB-TV, Kansas City, Missouri, The Hearst Corporation, licensee of Television Station KMBC-TV, Kansas City, Missouri, has been able to provide a variety of public interest benefits to the people of Kansas City and the surrounding area. These public interest benefits include the offering of new and diverse programming which was previously unavailable in the market. Its schedule includes a number of first run syndicated programs that the licensee would not have been able to acquire using only its own resources.

KCWB is an affiliate of the Warner Brothers Network. Prior to the LMA and construction of KCWB, Warner Brothers was without an affiliate in the Kansas City market. KCWB currently provides approximately thirty-six (36) hours of children's programming per week. Under the new FCC Children's Programming Rules, which become effective in September, KCWB will broadcast approximately ten (10) hours per week of programming which will qualify as educational and informational children's programming.

The LMA has also allowed KCWB to have a strong local presence. For example, one of the licensee's goals prior to the LMA was to obtain the rights to broadcast Kansas City Royals baseball games. Working together with the broker, the station has been able to obtain these rights. Thus, in addition to its exceptional record of serving the needs of children, KCWB also serves as the flagship station for Kansas City Royals baseball, providing thirty-five games to the market each season. KCWB broadcasts a number of first-run syndicated programs that would otherwise be unavailable in the market. KCWB also provides several religious and informational

programs and four hours of Bloomberg business news and financial information during the late-night/early morning hours.

KCWB's relationship with The Hearst Corporation and KMBC also allows KCWB to provide an additional outlet for KMBC's local news specials and weekly public affairs programming. Hearst is also a leader in developing local programs designed for children, teens, and young adults.

The LMA with KCWB has allowed Hearst to offer additional diverse programming to the public. The additional advertising inventory has allowed Hearst to better serve the needs of advertisers in Kansas City as well. None of these public interest benefits existed prior to Hearst's investment in its LMA with KCWB-TV, Inc.

The LMA has also enabled the licensee to operate with broadcast facilities substantially comparable or superior to other stations in the market. Although not originally contemplated by the parties to the LMA, station KCWB's antenna is located on KMBC's tower, which is located close to downtown Kansas City. KMBC was required to make some substantial modifications to its tower in order to accommodate KCWB's tower. It is doubtful that KCWB would have been able to locate on KMBC's tower but for the existence of the LMA between these parties. No other tower in the Kansas City area was available for use by KCWB, which explored these possibilities prior into entering into the LMA.

KSHB-TV, Ch. 41 (NBC) ***KMCI-TV, Ch. 38 (Ind)***

KMCI was originally affiliated with the Home Shopping Network. As a result of the LMA with KSHB, it is now a full service general audience station serving the citizens of Kansas City. Essentially all of KMCI's weekly broadcast hours are brokered to the brokering station, subject to the unfettered obligation and entitlement of the licensee to provide noncommercial public affairs, children's, and public interest programming, and the absolute preemptive entitlement of the licensee, Miller, to refuse to air any programming which it deems unsuitable.

KMCI has now had approximately a year's experience with the LMA between Miller and Scripps Howard. It has, during that time become able, due to that LMA, to create an image in the community as a "family station." For example, due to the type of programming provided, which is best characterized as a rich mixture of family and children's programming, KMCI has come to be regarded as a sponsor for family activities in the service area, because its audience demographics are in that category. This was not the case prior to the LMA, when KMCI was viewed as simply a home shopping station, and the demographics were more oriented toward elderly women than families. Since the LMA, KMCI has become a sponsor for "TLC," or "Temporary Lodging for Children," which is a Johnson County child care center for children caught in parental domestic disputes. This is the kind of community involvement that was made

possible by the station's image in the community, which in turn was characterized by the programming provided under the LMA. KMCI has also become the "Home of the Wizards," the professional soccer team in Kansas City, which would have been impossible prior to the Scripps Howard LMA.

Also, since the LMA went into effect, the LMA with Scripps Howard has resulted in capital improvements to the station, including a complete auxiliary power facility and upgrades to the station's transmitter. These will allow the continuation of programming during power failures from severe weather emergencies, which are common in the area.

Thus, it is apparent that the LMA has provided numerous opportunities for Miller, and has allowed Miller to develop the identity of the station as a promoter of family values and community assistance, which was simply not possible otherwise.

Nashville, TN

DMA Market No. 33

WZTV-TV, Ch. 17 (Fox)
WUXP-TV, Ch. 30 (UPN)

Mission I is a party to a local marketing agreement ("LMA") with Sullivan Broadcasting Company, Inc. ("Sullivan") through which Sullivan supplies the majority of the programming for WUXP. The LMA has enhanced the quality of programming and increased programming diversity in local television markets.

Before Sullivan began programming the station was failing economically and in serving the public as a source for quality, alternative programming. WUXP (Nashville, Tennessee) was unable to cover its operating expenses, was in default on its senior loan, and was broadcasting from aged and unreliable facilities. Today, as a result of the Sullivan LMA, the station is thriving, having received access to improved equipment and facilities, and providing alternative sources of programming to the public that the Mission companies did not have the financial resources to obtain on their own. At the time the LMA was entered into, the station was suffering financially. Today, with improved programming as a result of the LMA, the station is paying its expenses where it was unable to do so before.

Absent the WUXP LMA, WUXP would no longer be able to serve its community because it was unable to cover its operating costs. With the LMA, the station's revenues increased, WUXP's financial condition has stabilized and programming has improved on the station. The station anticipates instituting additional programming improvements including an additional half hour educational children's program and additional public affairs programs.

Moreover, prior to the LMA, WUXP could not afford to upgrade its aged station equipment, including broadcasting in monophonic sound. Since the LMA, additional equipment has been ordered and installed for the station. Also, WUXP relocated to a building it shares with WZTV, which gives WUXP access to better equipment.

The relationship between Mission I (owner of WUXP) and Sullivan has been quite successful for the Mission companies. Competition has increased, rather than decreased, in the Nashville and Greensboro markets. Under the LMA, the Mission companies retain their rights to preempt Sullivan programming, to reject Sullivan programming if it would violate Mission's programming standards or violate the Commission's rules and to provide programming for up to 28 hours of every broadcast week. Moreover, after it began offering programming under its LMA with Sullivan, both the station's market share and visibility have increased. The station's improved programming under the Mission/Sullivan LMA comes at a time when new multichannel video program providers, such as DBS and MMDS, began to offer additional programming options to the stations' viewers in addition to the alternatives that were already available on the cable system service in the stations' markets.

Without its LMA with Sullivan, the station most likely would not have the financial resources to transition its NTSC operations into DTV operations prior to the 2006 deadline established by the Commission. In sum, the Mission/Sullivan LMA arrangement has positively affected competition, increased the diversity of voices and improved the quality of programming in the market.

Columbus, OH

DMA Market No. 34

WCMH-TV, Ch. 4 (NBC)
WWHO-TV, Ch. 53 (WB)

Prior to the operation of the station pursuant to the LMA, WWHO's prior owner had no measurable ratings. The station's technical facility was in complete disrepair and operated at substantially reduced power for periods of time. The station also went off the air with weekly regularity and essentially was not a viable local television outlet. With the assistance of its LMA partner, Fant rebuilt the station's plant.

Today, the station, which operates as a WB affiliate, has ratings that have improved at least fourfold and broadcast programming 24 hours a day. The broker has added a 10:00 p.m. local newscast to the stations, the first in the market. In addition, the station has been home to a host of local sports broadcasts, including the Cleveland Cavaliers (NBA), the Columbus Chill (hockey), Ohio University (football and basketball), the Cleveland Indians (baseball) and the Columbus Crew (soccer). The station airs six different children's programs each week which qualify as "core," at various times throughout the week. Further, the station's technical facility has been operating within its licensed parameters since the inception of the LMA. WWHO also produced *Here in Ohio*, a 30

minute public service program designed for the community of license, Chillicothe. Prior to the LMA, the station aired no public service programming for the community of Chillicothe whatsoever.

Greenville-Spartanburg-Ashville-Anderson, SC/NC DMA Market No. 35

WSPA-TV, Ch. 7 (CBS) (Spartanburg, SC)
WASV-TV, Ch. 62 (WB) (Ashville, NC)

Another example of an LMA providing public interest benefits is the LMA between station WASV-TV (Ashville, NC) and station WSPA-TV (Spartanburg, SC.) Pappas is the licensee of station WASV-TV, and is brokering the station's time to WSPA-TV. Pappas returned WASV to the air, but has had to operate the station with far less than maximum facilities. Through the funds provided under the LMA, Pappas is in the process of constructing a substantially taller tower that will permit WASV-TV to increase its technical facilities such that the station will be able to cover a much greater portion of the Greenville-Spartanburg market. WASV has also been able to purchase competitive syndicated programming and soon will be come a WB affiliate.

WLOS-TV, Ch. 13 (ABC)
WFBC-TV, Ch. 40 (Ind)

Channel 40 originally began broadcasting on December 1, 1953, as a standalone independent station with the call letters WAYA. It left the air in 1983, resumed operation in 1984, ceased operation again in 1989 and resumed operation in 1990. Anchor Media and subsequent licensee Continental Broadcasting operated WAYA as a satellite of WLOS starting in 1991. In September 1994, new licensee River City License Partnership changed the call letters to WFBC and relaunched it as an independent station. In May 1996, Sinclair Broadcasting Group, Inc. entered into an LMA with River City License Partnership. Until WFBC had a strong programming partner, it was never a viable standalone station. Under the LMA, the combined operation has created an economy of scale that has made WFBC viable.

Children's programming: WFBC now airs a much expanded lineup of syndicated programming targeting children, plus locally produced interstitial programming elements featuring children from the local community. The approximate number of hours of children's programming per week on WFBC at this time averages 18 hours.

Public affairs programming: WFBC now carries a half hour public affairs program entitled *Focus on the Upstate*, which specifically targets discussion of ascertained issues and features community leaders from Anderson, South Carolina, and the surrounding area.

Public Service Announcements: At present, WFBC airs approximately 1,400 PSAs per month on topics such as adoption, AIDS awareness, the American Red Cross, drug abuse, child abuse, domestic violence, environmental concerns, education, teen pregnancy, physical fitness, high blood pressure, the Humane Society, employment tips, junior achievement, dropout prevention, crime prevention, minority concerns, travel and tourism, the Salvation Army, the Stuttering Foundation, the United Way, and U.S. Savings Bonds.

Charitable activities: The station has also been involved in numerous charitable activities including: missing and exploited children, nutrition, Save the Children, the Arbor Day Foundation, the U.S. Marines, and the YMCA.

The stations now have the resources to become even more involved in community events. Some of the events the stations have helped sponsor include the American Heart Association's annual fund-raising golf tournament; the Greenville Hospital System's Christmas card campaign, which benefits the Children's Hospital; the donation of educational prizes for the Camp Happy Days golf tournament, benefitting children with cancer; the donation of toys to Ronald McDonald's Children's Charities; the donation of toys to Greenville Hospital System's Children's Hospital; and the sponsorship of several Angel Tree locations for toys to be donated to needy children.

In addition to the above, the following community events taking place in western North Carolina were promoted on WFBC: The WLOS community blood drive, the Fontana Lake fishing tournament to benefit Boys & Girls Clubs, the River Link Festival to benefit French Broad River revitalization, and the Big Sweep French Broad River cleanup

Grand Rapids-Kalamazoo, MI DMA Market No. 37

WOOD-TV, Ch. 8 (NBC)
WOTV-TV, Ch. 41 (ABC)

The rehabilitation of an economically disadvantaged station is illustrated by the LMA arrangement between WOOD-TV and WOTV-TV. Prior to the LMA, WOTV had sustained multimillion dollar financial losses in the nineteen years since it signed on the air in 1971. This resulted, in part, from its inability to obtain programming, particularly as a UHF station during the mid-1970's when there were only three television networks. Although WOTV obtained an ABC affiliation, its market potential was dwarfed by a VHF ABC station licensed to Grand Rapids, whose coverage area substantially overlapped that of WOTV. The overlapping ABC affiliate station WZZM-TV, had certain transmitter restrictions and thus could not provide adequate coverage to the southern part of the Grand Rapids market, including the cities of Kalamazoo and Battle Creek. This enabled WOTV to obtain the ABC affiliation in the first place but also provided the station with a

permanent competitive handicap. WOTV's financial situation eventually became so desperate that it had to discontinue its entire local news service.

In spite of this troubled past, WOTV has evolved into a station with a meaningful local presence. Moreover, solely as a result of the fact that many back-office operations are provided by WOOD-TV pursuant to the LMA, WOTV is now profitable, though it would still not be viable as a standalone station. The LMA has enabled WOTV to obtain the necessary resources to computerize its newsroom and acquire news trucks and other essential ENG equipment. These facilities are now used to provide daily newscasts -at both 6:00 p.m. and 11:00 p.m. -targeted specifically at the smaller communities, Battle Creek and Kalamazoo, which are underserved by the stations licensed to Grand Rapids. WOTV also produces early morning news segments for insertion in other programs.

In addition to bolstering local news, the LMA has expanded WOTV's children's educational programming and other public service activities. WOTV is now collaborating with ABC in the production of its *Children's First* programs. WOTV's contributions include producing quarterly 30 minute local programming segments and coordinating with local organizations and schools in making ABC programming information available to educators.

Since entering into the LMA, WOTV has produced and aired its own programs, including the *Drug and Alcohol Abuse Special*, the *Family Violence Special*, and the *Joint Cooperation Special*. It also has offered public service announcements to various groups, including a recreational center for disadvantaged children, and has served as the coordinator and official television station for the March of Dime's "Walk America." To complement this wide array of public service programming, WOTV's personnel have participated in numerous community activities and local classroom programs, in addition to providing station tours and educational seminars to scouts, 4-H clubs and school groups.

WOTV and WOOD are programmed independently. By adding new valuable advertising inventory, WOTV has made both the local spot and national spot markets substantially more competitive.

The LMA has not only enhanced the quality of programming, but it has also enabled WOTV to upgrade its facilities. Specifically, since entering into the LMA, WOTV has obtained a new transmitter and antenna, implemented stereo sound, and increased its power. All of this in turn has improved the quality and reception of its signal, making it more attractive to viewers.

Although finally somewhat profitable, WOTV cannot match the profit margins of most other stations or, for that matter, industry averages. But, for so long as it can be operated in tandem with WOOD-TV, it will remain a vital and unique local outlet.

San Antonio, TX DMA Market No. 38

KABB-TV, Ch. 29 (Fox)
KRRT-TV, Ch. 35 (UPN)

The following information is a brief summary of how the LMA has impacted the South Central Texas area (San Antonio).

Children's Programming: The stations' participation in this area has had a major focus on those ascertainment issues that are timely to the viewing area we serve, namely, drug awareness and education. When two stations in a community have children's, teen and young adult programming and a consistent PSA campaign, the stations can effectively send a positive message to the youth of the community.

Approximately five more hours per week of children's programming have been added since the station entered into an LMA, giving KABB/KRRT the opportunity to acquire and schedule more programming that meets the FCC requirement for educational/ informational "core" programming. Before the LMA, only KABB broadcasted *Kids Club*. Since the LMA, the *Kids Club* has been broadcast on both stations, and *Kids Club* has grown bigger and better with educational/ informational vignettes geared towards kids twelve and under. Promotion of the "Kids Fair" on both stations rather than just KABB has allowed this community event to grow.

Educational/informational vignettes featuring KABB personality Commander K.O. are aired on both stations. This increases her visibility in the market, and makes her many school appearances even more meaningful. In these appearances, Commander K.O. delivers positive messages encouraging kids to resist drugs, smoking, gangs, guns, and violence.

Having an LMA has increased the opportunity to acquire and schedule programs geared towards minorities including the quarterly "*Mi Gente (My People)*" specials, the annual Hispanic Year in Review and the Hispanic Heritage Awards Special.

Sports: Programming two stations has increased the stations' opportunities to acquire and schedule more local sporting events. Local broadcasts of the NBA's San Antonio Spurs, Big 12 conference football and basketball games, and University of Texas basketball games now air on KRRT. Other local sports events that KRRT is considering include the San Antonio Dragons IBL hockey team, and the San Antonio Missions, an "AA" farm team of the Los Angeles Dodgers.

News: Before the LMA, KRRT had no newscast on the station. Under the LMA, KRRT is now airing a number of news features that are produced by the KABB news department.

Wake Up Weather: An update on the following day's weather, *Wake up Weather* airs on KRRT at 10:00 p.m. KABB's weather department produces the report specifically for KRRT.

News Cut-in's: Emergency weather cut-ins produced by the KABB news department, *News Cut-in's* are broadcast live on both KABB and KRRT. Recently the area has been impacted by tornadoes, heavy rains and flash floods. The LMA has allowed the stations to provide emergency information to both stations' viewers simultaneously in a roadblock format maximizing viewer awareness of the severe weather impacting the area we serve.

In addition to weather update opportunities, the LMA has also allowed for broadcasts of local/national breaking news emergencies and coordinated EBS testing.

Community Events: The stations, through the "Kids Fair" which both stations underwrite, have become the single largest contributors to the San Antonio D.A.R.E. program (Drug Awareness Resistance Education). In 1996, the combined efforts of the "Kids Fair" and the two stations provided the program with \$15,000. KABB and KRRT also received 1996 Achievement and Recognition Awards from the Partnership of a Drug Free America acknowledging the stations' combined efforts. Just to name a few, the stations have also participated in:

- The Inner City Games (for the youth of San Antonio)
- The Folk Life Festival (at the Institute of Texan Culture)
- The Leukemia Society's golf tournament and fundraiser.

The two stations ran the San Antonio water conservation society's PSAs in a priority rotation to educate the market on how serious the two year drought was effecting the community's water supply.

Facilities Improvements: The signal quality of KRRT programming improved when the station was moved to the KABB building. KRRT's previous facility utilized old routing and distribution equipment that added noise to the program signal which an average viewer noticed. It is unlikely that a similar investment in KRRT's technical infrastructure would have been made to it as a standalone station. The economy of scale created by sharing the routing and distribution equipment with KABB made the investment cost effective for both stations. In addition, by sharing the facility expenses the stations will be better positioned to incur the high costs of conversion to digital television.

Norfolk, VA

DMA Market No. 40

WAVY-TV, Ch. 10 (NBC)

WVBT-TV, Ch. 43 (WB)

Prior to entering into the LMA, WVBT, the brokered station, was operating with minimal technical facilities and programming a home shopping format. WVBT offered virtually no local programming. Due to its very low power level, WVBT's potential audience was limited to approximately 700,000 viewers,

Following the LMA, WVBT was able to become the first WB Network affiliate in this market. WVBT has also upgraded its facilities and increased its power, thus expanding audience reach to 1.6 million homes. Upgrades made to the station have included a new transmitter, a tower, automation equipment, master control, sales office and two new antennas - one main and one standby.

Through the strength of its upgraded technical facility and its commitment to initiate a full slate of local newscasts, WVBT subsequently obtained an affiliation with the Fox Network which will take effect in September 1998.

In addition to the efficiencies and public interest benefits set forth previously, WVBT has expanded local news, enabling WAVY to create innovative community-oriented programming. For instance, WAVY and WVBT have collaborated to provide a high school football sports wrap-up show that airs 30 minutes each Friday during the fall football season. Both stations air the first five minutes of the program at the conclusion of their 11:00 p.m. newscasts. When WAVY turns back to NBC late night programming at 11:35 p.m., the remainder of the program is broadcast on WVBT.

WAVY also produced the political show *Newsbreakers* for broadcast on WVBT. This prime time program consisted of four original 30 minute shows featuring Virginia and North Carolina candidates for the U.S. House and Senate (airtime was provided to the candidates without charge). Additionally, WVBT televises other public service programs, including the United Negro College Fund telethon, quarterly specials featuring prominent African Americans, a locally produced weekly public affairs show, rebroadcasts of WAVY's children's programming, local college basketball and football games, religious programming, and music videos.

Memphis, TN

DMA Market No. 42

WPTY-TV, Ch. 24 (ABC)

WLMT-TV, Ch. 30 (UPN)

Clear Channel operates WPTY-TV, a UHF station in Memphis. WPTY was originally affiliated with Fox, but recently switched to ABC. The current owners of WLMT-TV, also a UHF facility in the market, as well as the previous owner, had been unable to generate any cash flow and were losing money.

Clear Channel began an LMA with WLMT several years ago. As a result of the LMA, WLMT-TV now airs a daily news product directed toward the needs of the African-American population of Memphis, the 13th largest African-American DMA. The program, the only newscast of this type in the country, includes features which concentrate on health issues of concern to African-Americans and upon their culture, history, and contributions to the city of Memphis. The cost and risk of the venture are such that the program would never have been possible absent the economies of scale (e.g., combined studio, set and personnel) arising out of the LMA. In fact, the previous licensee broadcast no news at all.

In addition, since ABC programming fills more of the broadcast day on WPTY than did Fox programming, much of WPTY-TV's prepurchased programming is now broadcast on WLMT-TV. Absent the LMA, this popular programming would air on WPTY at odd times or would not be broadcast at all.

Also as a result of the LMA, WLMT-TV has been able to broadcast sporting events that otherwise would not be aired in the market, such as prime time telecasts of University of Memphis and SEC tournament basketball.

Harrisburg-Lancaster-Lebanon-York, PA

DMA Market No. 45

WHP-TV, Ch. 21 (CBS)

WLYH-TV, Ch. 15 (UPN)

WLYH-TV, a UHF station licensed to Lancaster, Pennsylvania, was one of two CBS affiliates in the Harrisburg-Lancaster-Lebanon-York market where Clear Channel Television